

Message Text

UNCLASSIFIED POSS DUPE

PAGE 01 TOKYO 11703 100833Z

15

ACTION COME-00

INFO OCT-01 EA-11 ISO-00 EB-11 USIA-15 RSC-01 DRC-01 /040 W

----- 084585

R 100758Z SEP 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 4459

UNCLAS TOKYO 11703

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: IN-STORE PROMOTION REQUIREMENTS

REF: A-1717 OF FEB. 24, 1973

1. REFAIR STATES USG-SPONSORED IN-STORE PROMOTION CANNOT BE HELD BY SAME STORE WITHIN THREE YEAR PERIOD WHERE THERE ARE SEVERAL QUALIFYING STORES.

2. ISETAN HAS ALREADY BEGUN PLANNING FOR OCTOBER 1976 AMERICAN FAIR AND HAS REQUESTED USG ASSISTANCE. ISETAN LAST HELD AMERICAN FAIR IN APRIL 1974.

3. ALTHOUGH DATE OF PLANNED SHOW IS ONLY TWO AND HALF CALENDAR YEARS FROM APRIL 1975 SHOW, IT IS THREE FISCAL YEARS AWAY (FY '77 VS. FY '74). EMBASSY REQUESTS INTERPRETATION WHETHER THREE-YEAR REQUIREMENT MEANS FISCAL YEAR OR CALENDAR YEAR.

4. EMBASSY HAS MADE ABSOLUTELY NO RPT NO COMMITMENT TO ISETAN FOR FY '77, BUT DOC'S INTERPRETATION IS NECESSARY FOR ISETAN'S PLANNING PURPOSES.

5. ACTION REQUESTED:

REPLY TO PARA THREE.

HODGSON

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Draft Date: 10 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Review Withdrawn Fields: n/a
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